

Unit



Introduction to the Tourism Industry

Tourism is perhaps one of the fastest growing economic sectors in the world. It is a sector that provides all the products and services that tourists need. It includes the way people travel, where they stay, where they eat, the places they visit, the attractions they see, the activities that they engage in whilst away from home, etc. Hence, it includes a wide range of businesses and activities, like airlines, restaurants, timesharing, travel agencies, hotels, resorts, tour operators, entertainment services, marketing, research, public relations as well as physical planning and development—to mention a few. Definitions of tourism remain vague and usually need further elaboration and explanation depending on the context in which it is used. However, most definitions state ‘stay away from home’ as a prerequisite for tourism to take place.

The reasons for such a rapid growth could be the socio-economic progress within our society and globalisation resulting in the inter-connectedness of the world. Higher disposable incomes, increased leisure time and falling costs of travel might also be an added factor for the growth of this industry. The modern pattern of Tourism business has emerged as a progressive sector in terms of employment and income generation.

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In general, Tourism is concerned with travel for pleasure, medical services, business purposes, holidays and excursions. These are motivations for people to leave their normal place of work and residence for short periods of time temporarily and visit other places, with an intention of leisure, pleasure for different routine and engage in new activities and experiences.

Tourism Industry

The Tourism Industry refers to the businesses and organisations that help to promote a tourism product. It is, in fact, a combination of different industries, i.e., Hotels, Airlines, Railways, Car-rental companies, Travel agencies, Recreational and entertainment organisations, etc. It may be defined as a group or cluster of firms which deals in providing attractive and affordable holiday packages to its customers, either within a state, country, or at the international level.

SESSION 1: CONCEPT OF TOURISM

We often hear the word 'Tourism' on television or learn about it from newspapers or people around us.

It has become an activity where people are engaged either as customers or as service providers. The Tourism industry is a broad category of fields within the service industry, which includes lodging, food and beverage, event planning, theme parks, transportation and travelling. Therefore, it creates millions of jobs directly and indirectly.

Tourism

The word tourism is derived from the French word *Turisme*, which literally means to 'tour and travel'.

Tourism is the process of temporary movement of humans from one point to another and returning to the point of origin of travel. It is a phenomenon related to tour and travelling to a particular area, locality, sites, places, etc. But travelling without any reason for temporary stay is not termed as tourism. It is something about people who travel away from their familiar home



environment for many reasons. In order to know and understand the nuances of tourism, one would need to understand the term 'tour'.

The term 'tour' is derived from the Latin word *toumel* or the Greek word *tourness*, which refers to circle. The *Oxford Dictionary* relates tour to a journey for pleasure, during which one visits several areas. The suffix 'ism' and 'ist' refers to the movement around the circle by the people. Like a circle, a tour represents a journey that is a round trip. Therefore, one who undertakes such a journey is called tourist. The word tourism came to be added in the English dictionary only after the nineteenth century.

Some Definitions of Tourism

Tourism is defined by the World Tourism Organization (UNWTO) as comprising 'the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes'. The UNWTO is the United Nations agency responsible for the 'promotion of responsible, sustainable and universally accessible tourism.' Some other definitions of tourism according to their key concepts are as follows:

- As per the Tourism Society of United Kingdom—'Tourism is the temporary movement of people to destination outside of the places where they normally live and work, and their activities during their stay at these destinations.'
- In 1968, International Union of Official Tourism Organization (IUOTO) and World Tourism Organization (WTO) had defined tourism and tourist as—'the tourists are temporary visitors staying at least 24 hours in the country visited'.

Purpose of Travel

The main purpose of a trip is defined as the purpose in the absence of which the trip would not have taken place. The purpose of travel can be broadly classified in the given categories.

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Personal or Leisure

This category includes the tourists and visitors who travel to destinations with a reason to spend time to get enjoyment and entertainment, and not working at professional front. The activities of the movement may be planned and managed as per the individual likes, interest and desire for pleasure and fun.

The main purpose of travel under this category may be:

- Holidays, leisure and recreation
- Visiting Friends and Relatives (VFRs)
- Study or Education and training
- Health and medical care
- Religion and pilgrimages
- Shopping
- Transit
- Other purposes like sports, etc.

Business or Professional

These are the visitors who travel to destinations with a reason to work and spend time to get optional enjoyment and entertainment. For example, travel for business meetings, conventions, conferences, seminars, any special missions, etc.

Traveller, Visitor and Tourists

Visitor

It is a broader term that includes all type of tourists. There are three categories of visitor.

- The first category includes people who stay away from home (domestic or abroad) for one or more night(s).
- Same day visitors, also known as 'one-day tourists', are at least two hours away from home to a place, where there is a usual environment for purchasing, recreation and other social purposes.
- Leisure day visitors spend less than three hours away from home but outside their usual environment for leisure, recreation or other social purposes.



Traveller

A traveller is a person, who covers a reasonably large distance within or outside one's country of residence. The person arrives with no 'to-do' list, roams around a place and mingles with local residents. Such a person tries to immerse in the local culture rather than standing out. A traveller may consider one's trip a journey rather than a vacation.

Tourist

A tourist is a person, who visits a place other than one's home. The person is a temporary visitor, who stays for at least 24 hours at the place visited. The person has an agenda, a certain time limit to see and do some activities. It is, usually, easy for locals to spot a tourist. The purpose of journey can be any one of the following.

- Leisure (recreation, holiday, health and sports)
- Business
- Family obligation
- Religious purpose
- Study or training

Types of Tourists

There is no hard and fast rule as far as the division of tourists is concerned. Since the inception of the concept of tourism, various service providers such as airlines, hotels, travel organisers, etc., have segregated tourists based on their purpose of visit. On the basis of activities taken up by the tourists, WTO has categorised tourists into several types as shown in Figure 1.1.

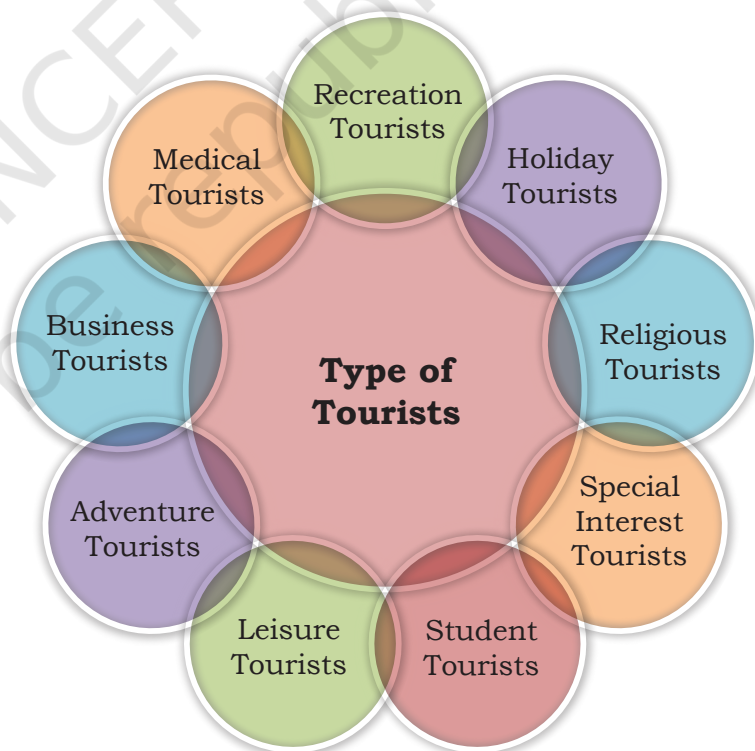


Fig. 1.1 Types of tourists



Fig. 1.2 Holiday tourists



Fig. 1.3 Trekking, Uttarakhand



Fig. 1.4 Religious tourists

Table 1.1: Types of tourists

Types	Activity in which they participate
Recreation Tourists	Club and casino, spa, fun world, sports centre, etc.
Holiday Tourists	Cultural tour, shopping, theme parks, etc.
Leisure Tourists	Fun and excitement, about rest and relaxation, Places of historical importance, museum art, club etc.
Student Tourists	Studies and research
Religious Tourists	Pilgrimage, religious charity activities, etc.



Adventure Tourist	Adventurous activities like Jungle safari, mountaineering, rafting, trekking, bungee jumping, exploration, etc.
Business Tourist	Group Business, meeting conference, convention, shopping, etc.
Health or Medical Tourist	One's health, physical appearance or fitness, travel for health consultation from medical experts and doctors

Excursionist

Excursionist is a temporary visitor, staying less than twenty-four hours in the destination visited and not staying overnight.

Table 1.2: Distinction between Tourist and Excursionist

S. No.	Tourist	Excursionist
1.	Any person coming to the country for a legitimate reason other than immigration and who stays at least 24 hours and at most 6 months during the same year.	Any person visiting a country other than their residence and staying for less than 24 hours.
2.	Their activities should be of 'Economic Nature'.	They shouldn't get involved in earning activities.
3.	All the tourists are called visitors.	All the visitors may be excursionists.

Concept of Origin and Destination

Tourist Origin

It is the place where the tourist lives and starts his travel from.

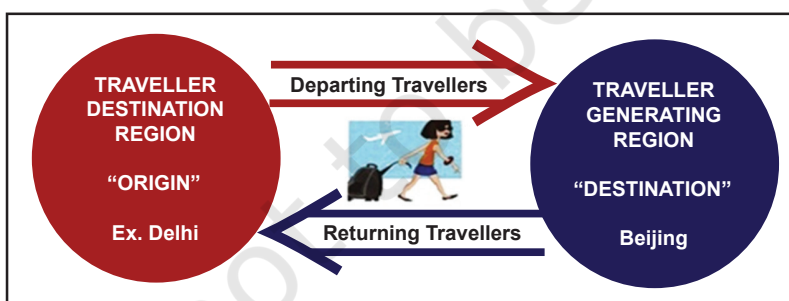


Fig.1.5 Concept of 'tourist origin' and 'tourist destination'

Tourist Destination

Destination is a tourist place which the tourist visits and stays at for at least 24 hours. The destination supports staying facilities, entertainment, and other resources, such as transportation, lodging, etc. In other



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ways, a tourist destination may be a hotel, city, country or region.

A destination is defined as 'a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit'. It is dependent on the revenues accruing from tourism. It may contain more than one tourist attractions. For example, Khajuraho in Madhya Pradesh is a destination of tourist attractions with its world famous temple styles and erotic architecture. Similarly, the Taj Mahal in Agra is world renowned for its architecture and historical importance.

The relationship between tourist origin and tourist destination is depicted in Fig. 1.5.

The tourist destinations may be categorised as under:

- (a) **Centred destinations** are most common for traditional holidays where tourists travel to a destination and they perhaps expect to spend the majority of their time, with occasional excursions to nearby tourist spots.
- (b) **Base destinations** are the places from where the surrounding region can be explored.
- (c) **Multicentre holiday destinations** are where two or more destinations are of equal importance on the itinerary.
- (d) **Touring destinations** are the ones which will be a part of a linear itinerary.
- (e) **Transit destinations** are the stopovers en-route to the final destination. For example, when tourists visit Golden triangle tour of Delhi-Agra-Jaipur, then they visit Fatehpur Sikri en-route Agra to Jaipur, so here, Fatehpur Sikri would be the transit destination.

Practical Exercises

Activity 1

Visit any two or three tourist spots of your city and prepare a report on various types of tourists and their purpose of travel.



Material Required

Writing material and a document file

Procedure

- Select a tourist place and gather information about the travelling route to the destination.
- Note the kind of tourists visiting the place and try to interact with some of them to know the purpose of their travel.
- Note down the data in the notebook.
- Prepare and submit the report on the basis of the collected data.

Activity 2

Prepare a chart showing various type of tourists visiting different destinations using picture cuttings.

Material Required

Chart paper, writing material and colours

Procedure

- Take a chart paper.
- Collect different picture cuttings of various tourists at tourism sites.
- Paste the collected cuttings and mention the type of tourists and their purpose of travel.

Check Your Progress

A. Multiple Choice Questions

1. Tourism is a _____ phenomenon.
 - (a) local
 - (b) regional
 - (c) national
 - (d) global
2. Tourism is a _____ and _____ movement of people from one place to another.
 - (a) permanent, long-term
 - (b) temporary, long-term
 - (c) temporary, short-term
 - (d) permanent, short-term
3. Which of these is not a purpose of tourism?
 - (a) Education
 - (b) Business
 - (c) Sight-seeing
 - (d) Employment
4. Who is not a tourist?
 - (a) Visitor from some other location for a temporary visit.
 - (b) A person visiting friends or relatives.

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- (c) A person visiting for sight-seeing.
- (d) A job seeker in another country.
- 5. If Mr. Young from Korea travelled to India for a visit to the Taj Mahal in Agra, then the origin would be _____ and the destination would be _____.
 - (a) Agra, Korea
 - (b) Korea, Agra
 - (c) Korea, Taj Mahal
 - (d) Taj Mahal, Delhi

B. Subjective Questions

1. What do you understand by tourism?
2. Why do you think people travel?
3. Differentiate between the following:
 - (a) Tourist and Excursionist
 - (b) Traveller and Visitor
4. Explain the WTO Classification for traveller.

SESSION 2: TYPES AND FORMS OF TOURISM

Tourism can be divided into different categories. These days, the Tourism Industry offers numerous specialised forms of tourism in order to meet the increasingly diverse and unique needs of a tourist. Reaching different far off places and sights, foods, arts and civilisations has become easier due to globalisation. The Tourist Industry is now able to woo the tourists all over the world for a travel suited to each one's purpose. These types and forms of tourism emerge within the context of changing social lifestyles of people.

Forms of Tourism

The United Nations in its 'Recommendations on Tourism Statistics' in 1994, has classified the forms of tourism as follows.

(i) Domestic Tourism

This is a type of tourism in which the tourist travels within the country and visits the places or areas other than where he lives or works. For travel within one's own country, no travel documents or papers are required. For example, when Mr. Anil, a resident of Delhi goes



to see the Taj Mahal in Agra, he is a domestic Indian Tourist.

(ii) International Tourism

International travel is related to travel to a place other than one's own country with a different economic and political system and requires essential travel documents to cross the frontiers. International tourism can be further classified into two types as following:

(a) Inbound Tourism

When a tourist or resident of one country enters and visits any other country, then he is an 'Inbound tourist' to the visiting country. It means visit to a country by a non-resident of that country, for example, when an American citizen comes to India to see the Taj Mahal, he is an inbound tourist for India.

(b) Outbound Tourism

Outbound tourism is related to the residents travelling to another country. A tourist leaving his own country of residence and moving out to another country is known as an 'Outbound tourist' to the leaving country. It means visit by the residents of a country to another country for example, when an Indian citizen goes to America on a tour, then that person would be an outbound tourist for India.

(c) Internal tourism

It comprises domestic tourism and inbound tourism.

Types of Tourism

Travel and tourism is one of the effective ways to see and explore the world, experience new cultures and meet new people. For many tourists, however, travel and tourism accomplish many other purposes, which go beyond the joy of visiting a new place. There are different types of tourism that explain why tourists choose a particular destination or the activity.

Mass Tourism

This kind of tourism is an organised visit by a large group of people to a special tourist destination. The

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itinerary for each day is fixed by the tour organiser. Mostly, this tourism would be a social activity. The tourists generally desire for souvenirs and sight-seeing. For example, religious places, theme parks, boat cruises, resort towns, sports and matches of popular games, etc.

Alternative Tourism

Alternative tourism is the opposite of mass organised tourism. The *Bulgarian Association for Alternative Tourism* defined that, 'Alternative tourism involves travel that is personal and authentic and encourages interaction with the local environment, people and communities. Alternative tourism includes package tours and individual tourist services in the following areas:

- *Nature-based tourism*— Tourism in natural environments, eco-tourism, outdoors and adventure including biking, horseback riding, skiing, snow shoeing, rafting, diving, caving and hiking;
- *Culture tourism*— Rural, cultural, heritage, ethnic, religious, wine, cuisine, music and crafts.

Forms of mass and alternative tourism

Eco-tourism

Eco-tourism is 'responsible travel to natural areas that conserves the environment and improves the well-being of local people' (TIES 1990).

Being responsible means that it should:

- Minimise the impact of tourist activity on beautiful natural and wildlife destinations.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate.



It involves the maintenance and enhancement of natural systems such as water, air, woods and forests, and flora and fauna through tourism.

MICE Tourism

The term MICE in the context of travel is an acronym for Meetings, Incentives, Conferences, and Exhibitions. The MICE market refers to a specialised niche of group tourism dedicated to planning, booking and facilitating conferences, seminars, and other events. MICE is a growing industry in the world. The players in the MICE field include corporate meeting planners; meetings and convention departments of hotels; conference centres or cruise ships; food and beverage managers; logistics firms; private tour operators and transfer companies; incentive houses; professional trade organisations; and tourism boards, tourism trade associations and travel-selling professionals. The hotspots for MICE or business tourism, at present, are Hong Kong, Malaysia and Dubai, although it is also growing in India, the country boasts of some world-class convention centres. The Ashok Hotel, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Meridian, Cochin are forerunners in the Indian MICE tourism facilitating both domestic and international level of business meetings and conferences.

Rural Tourism

‘Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism.’ Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm and agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. The tourism in Uttarakhand and Himachal Pradesh are a combined form of adventure and rural tourism.

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Ethnic Tourism

Ethnic tourism is when travellers choose to firsthand experience the practices of another culture, and may involve performances, presentations and attractions portrayed or presented by small, often isolated indigenous communities. Ethnic tourism is travelling for the purpose of observing the cultural expressions of lifestyles of truly exotic people; for example, Tribal (Ethnic) Tours in North East India, Andaman and Nicobar Islands, etc. Indian Tribal communities and their culture also attract tourists. North East India has been unique for the cultural and ethnic diversities that it had contained peacefully for centuries. People of different races and cultures had come and settled, intermingling within these hospitable river valleys and mountains.



Fig. 1.6 Cultural dance, Rajasthan

Cultural Tourism

This type of tourism has an objective of understanding the local history of the place, foods, local production, and local culture. This kind of travel is directed toward experiencing the arts, heritage, and special character of unique places. It includes arts (galleries, studios, performing and visual arts), cultural activities (festivals, celebrations, rituals, events), and physical heritage (buildings, monuments and environment), etc.

Adventure Tourism

It involves the tourism activities with adventure sports based on land, water and air such as rock climbing, trekking, bungee jumping, sky-diving, hiking, heli-skiing, surfing, rafting, or skiing, etc.

Wildlife Tourism

It can be broadly defined as travelling to destinations with the main purpose being to observe the local fauna. This, therefore, implies that wildlife tourism includes other niche markets such as bird watching and the exploration of marine life (such as whale watching).



As bird watching has grown to be a significant niche market in its own right, the definition of wildlife tourism has been restricted to trips to destinations with the main purpose of visit being to observe the local fauna, excluding birdlife.

Heritage Tourism

Historical or heritage tourism means travelling with the primary purpose of exploring the history and heritage of a place. It may mean simple sightseeing of renowned historical architecture, visiting local museums or even something as quaint as sampling authentic historical recipes in their place of origin. The National Trust defines Heritage Tourism as ‘travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past’, like the Golden Triangle Tour in India—Rajasthan, Amritsar and Delhi.

Medical Tourism

Medical tourism is also termed as medical travel, health tourism or global healthcare. More broadly, health and wellness tourism, refers to the industry in which people from across the globe travel to other countries to get medical and surgical care due to various reasons, such as better convenience, lower cost, reduced waiting time to undergo a surgery and treatment, which are unavailable in their own countries.

Medical tourism which is a blend of leisure with wellness and healthcare focuses on two kinds of treatment systems, i.e. Allopathic and Ayurvedic. Almost 60 countries have identified medical tourism as a national industry and some of the most popular among these are Greece, South Africa, Jordan, India, Malaysia, Philippines and Singapore. India is emerging as the preferred healthcare destination for patients



Fig. 1.7 Birdwatching



Fig. 1.8 Qutub Minar

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across the globe. The Indian Medical Tourism market is expected to grow from its current size of USD 3 billion to USD 7–8 billion by 2020.

Culinary Tourism

Otherwise known as food tourism, culinary tourism is travelling to countries and getting to know the respective cultures through food and food related experiences and events such as festivals and food competitions.

The National Street Food Festival is a vibrant representation of the myriad tastes of the country, with exclusive delicacies and food-items belonging to the streets of Indian states.

Food tours are increasingly becoming popular amongst international tourists also, who are now trying their hand at Indian street food.

Practical Exercises

Activity 1

Prepare a chart showing different types of adventure sports.

Material required

A chart paper and writing material.

Procedure

- Access the information of different types of adventure sports from the internet.
- List different types of adventure sports.
- Collect some pictures of adventure sports
- Take a chart and paste the pictures or draw them.

Activity 2

Planning a class trip

Material required

Notebook, chart paper, and writing material

Procedure

- In a group of 3–4 students, ask them to plan a class trip for two nights and three days to a place.
- Finalise on a destination.



- The following points must be taken into account.
 - Mode of transportation
 - Accommodation and food
 - Sightseeing
 - Costing of the entire trip and rates per head
- Work out the details on the points discussed above.
- Present the plan in the form of a diagram on the chart.
- Entire group shall present the plan to the class.

Check Your Progress

A. Multiple Choice Questions

1. A traveller who participates in the *Char Dham Yatra* is a _____.
 - (a) religious tourist
 - (b) tourist
 - (c) adventure tourist
 - (d) excursionist
2. A company representative visited Agra for taking part in a conference along with sightseeing, the tourism activity comes under the category of _____.
 - (a) MICE Tourism
 - (b) Business Tourism
 - (c) Adventure Tourism
 - (d) Cultural Tourism
3. If Mr. Dinesh from India goes to America to visit New York City. This activity comes under _____.
 - (a) Inbound Tourism
 - (b) Domestic Tourism
 - (c) Outbound Tourism
 - (d) Regional Tourism
4. An eco-tourist is interested in visiting a destination where there is a _____.
 - (a) rich wildlife wealth
 - (b) dense forest
 - (c) historical monument
 - (d) relatively unspoilt natural environment
5. Participation and visit in Fair and Festivals is an example of _____.
 - (a) Alternative Tourism
 - (b) Mass Tourism
 - (c) Sustainable Tourism
 - (d) VFRs

B. Subjective Questions

1. List out the various forms of tourisms along with two examples of destination where they are prevalent within India.

2. Differentiate between:
 - (a) Inbound and Outbound Tourism
 - (b) Eco-tourism and Wildlife Tourism
3. Explain why these days alternative tourism is being promoted instead of mass tourism. Give examples to support your answer.
4. Define adventure tourism and briefly explain the various activities which are included in it.
5. Explain the role of Culinary Tourism in India.

SESSION 3: COMPONENTS AND CONSTITUENTS OF TOURISM

Basic Components of Tourism

For understanding the meaning and nature of the tourism phenomenon systematically, the various components of it are very essential. There are many constituents and components together which make tourism happen. Three of these components are considered to be basic:

- Transport
- Attractions and Locale
- Accommodation



Fig. 1.9: Basic components of tourism



Transport

There can be no travel if there were no transport. A tourist in order to get to his destination needs some mode of transport. This mode of transport may be a motor car, a coach, a train, an aeroplane, or a ship, which enables a traveller to reach his pre-determined destination.

Locale or Attractions

Locale may include the holiday destination and what it offers to tourists. The holiday destination may offer natural attractions like sunshine, scenic beauty and supporting facilities, etc. The locale with its attraction and amenities, is the most important as these are very important to tourism. These are the factors which motivated the tourists to go to the particular place. However, since the interest and taste of the tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world.

An inventory of various attractions which are of significance in tourism is given in Table 1.3.



Fig. 1.10 Class locomotive of Indian railways



Fig. 1.11 Sunrise, Andaman islands

Table 1.3: Tourist Attractions

Suggested Inventory of Tourist Attractions		
1	Cultural	Sites and areas of archaeological interest— historical buildings and monuments; museums; place of historical significance; modern culture; Political and educational institutions; religious institutions
2	Traditions	National festivals, arts and handicrafts; music, folklore; native life and customs
3	Scenic	National parks; wildlife; flora and fauna; beach resorts; mountain resorts
4	Entertainment	Participation and recreation parks; zone and oceanariums, cinemas and theatres; night life; cuisine
5	Other attractions	Climate, health resorts or spas; unique attractions not available elsewhere

Accommodation

World Tourism Organization, in its definition of a tourist, has stated that the tourist must spend at least one night at the destination visited to be qualified as a tourist. The demand for accommodation away from one's home is met by a variety of facilities.



Fig. 1.12 Accommodation (cottage resort)

The range and type of accommodation is quite varied. There has been an increasing demand for non-traditional, informal type of accommodation. The latest trends in accommodation are holiday villages. Accommodation may in itself be an important tourist attraction. A large number of tourists visit a particular destination or town simply because there is a first class luxury hotel or resort which provides excellent services and facilities.

Geographical Components of Tourism

The geographical components of tourism also attract tourists. These components are:

1. Accessibility and location
2. Space
3. Scenery
 - (a) Water— sea, waterfalls, rivers, lakes, etc.
 - (b) Vegetation— grasslands, deserts, etc.
 - (c) Landform— mountain, hills, volcano features
4. Climate
5. Wildlife
6. Settlement features— towns, cities, villages, historical and archaeological remains
7. Culture— dance, music, etc.

Constituents of Tourism

The Constituents of Tourism Industry are varied ranging from small scale businesses operating at local levels to multinationals. For example, a fast food counter at an airport is a component of tourism industry, as is an



airline or a hotel, for it has its own serving purpose for the tourist. Moreover, these different components are closely linked to each other. This linkage is there in spite of the competition within one set of constituents (Fig. 1.13 and Table 1. 4).

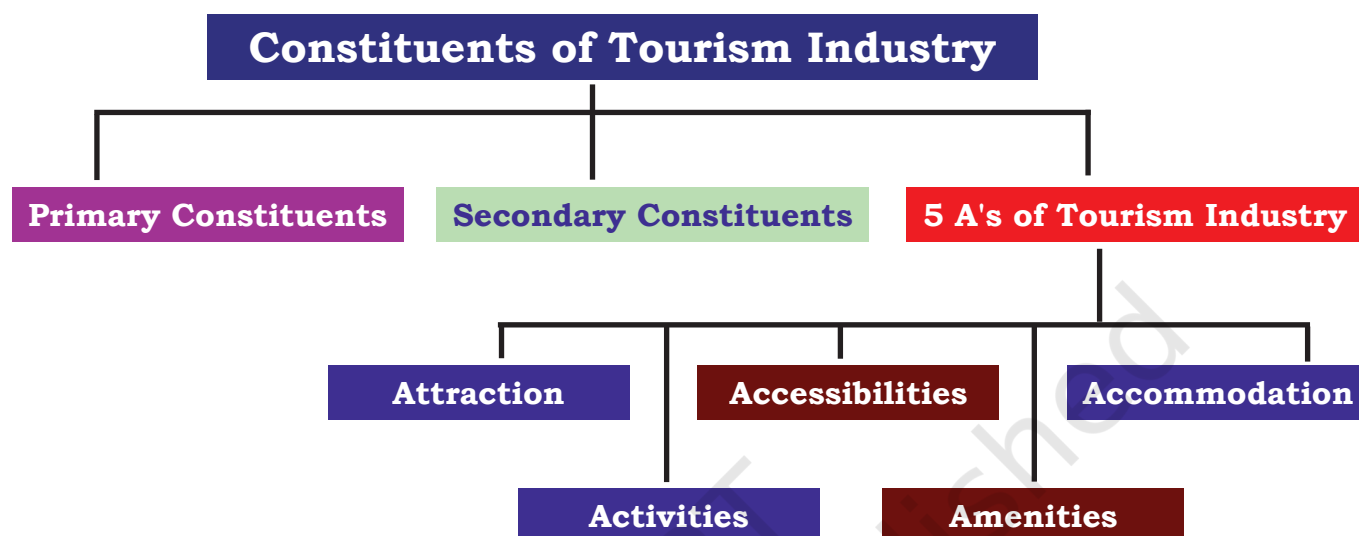


Fig. 1.13 Primary and secondary constituents of tourism

Table 1.4: Tourism Constituents

Primary		Secondary	
Accessibility or Transport	E.g., Road, Rail, Water, Airways	Attractions	Natural, Cultural, Historical etc.
Accommodation	E.g., Star, Non-star and Alternative	Amenities	Shops, entertainment, local transport
Catering, Food and entertainment	E.g., Cuisines, Wines, Parties and Events		
Intermediaries	Service providers and Govt. Departments		

Primary and Major Constituents

1. Accessibility or Transport

It is an essential constituent of tourism. A mode of transport needed to move from one place to another. A

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travel agent or a tour operator should be in a position to suggest a mode of transport to the client. Further, the travel depends on the availability of seats. Today, the travel industry is a highly developed industry with its various branches in the areas of road, rail, air and water.

2. Accommodation

A tourist not only travels but also needs to stay somewhere. It might be of different types, i.e., from cottages or tourist lodges to a house boat or a five star hotel.

3. Catering, food and entertainment

It deals with food, which can be provided in Hotels, Restaurants, fast food joints and *dhabas*, all these offer different cuisines to the travellers. Different traditional or ethnic foods along with multi cuisine can be offered.

4. Intermediaries

These constitute the travel agency, tour operator and guide services. This constituent co-relates all the components of tourism, as the travel agents or the tour operator has gained expertise in planning tours and contacts with the providers of services.

They are useful and an invaluable intermediary between the travellers and the suppliers of the tourist services, i.e., airlines, transport companies, hotels, etc. The guide services play a vital role in tourism as tourists feel comfortable when the essence of culture is explained, especially in their own language.

5. Government departments, tourist information centres and tourist organisations

These further assist the tourists by providing relevant information about a place they are visiting and various policies which are framed to make the stay of the tourist more comfortable.

Secondary Constituents

There are a variety of services (formal and non-formal) that constitute the tourism mix and are directly or



indirectly related to tourism. For example, banks don't come under Tourism Industry, but they cater to the tourists through travellers' cheques or credit cards. Similarly, insurance companies offer short term safety or accident policies to the tourists.

Following are such constituents:

1. Shops and entertainment
2. Handicrafts and souvenirs
3. Local transportation
4. Hawkers and coolies
5. Communication services at the destination
6. Advertisement agencies
7. Publishing industry which publishes travel guides, brochures, magazines, postcards, etc.
8. Artists, performers, and musicians who entertain the tourist

Five A's of Tourism Industry

While considering your proposed tourism business idea you need to consider whether it addresses each of the five A's of tourism—Accommodation, Attraction, Accessibility, Amenities and Activities. All of these add up to the creation of a successful tourism destination and a successful tourism business.

These represent the essential requirements for successful tourism:

1. Attractions

Tourist attractions are the places of interest, typically for its inherent or exhibit cultural value, historical significance, natural or built beauty, or amusement opportunities.

It can be divided into two broad categories:

- (a) **Natural attractions**— Wildlife, waterfalls, mountains, beaches, landscapes, etc.
- (b) **Man-made attractions**— Ancient monuments, museums, art galleries, theme parks and cultural centres, etc.



Fig. 1.14 Gallery, National Museum, India

Tourists are motivated to visit these attractions because of their popularity and history of attraction. There are natural attraction spots for relaxing like waterfalls and beaches, built attractions such as the Sydney Opera House (Australia), and theme parks like Essel World (Mumbai) and other tourism activities like adventure sports, etc.

2. Accessibility

Tourists wanting to visit attractions require adequate access to reach the destination. This can have various forms of transportation as well as day or extended tours, aircraft and boats, or infrastructure such as roads, airports and harbours.

There should be accessibility for each tourist location. In the adventure treks, where the trekker walks, a developed tourism factor would be a local guide or a domesticated animal for transportation.

3. Accommodation

If an overnight stay is required during the trip, a need for accommodation at or near the attraction, or on the way to the attractions would be convenient.

This place also caters to food along with shelter at affordable prices. These are of various types ranging

from elite five star deluxe hotels to a budget class, homestay or even camping.

4. Amenities

These are the 'the basic facilities provided to the travellers or tourists at the destinations'. These can include shops, restaurants, cafes, public transport, tourist information and public toilets.

5. Activities

A visitor would need to engage in some activity to keep busy and feel entertained. A variety of activities can be turned into tourism businesses and can be grouped into land or water based activities such as wildlife, bird watching, trekking, kayaking, rafting, cycling, gliding, etc. However, most will need an operating license and conform to the safety of the user.



Fig. 1.15 Rafting

Practical Exercises

Activity 1

Collect information of the major tourism components, i.e. local tourist transportation, attractions and accommodations nearby your city.

Material Required

Writing material, a local tourist map and guide (if available), etc.

Procedure

- Collect the information of tourist transport, accommodation and attractions of your city or nearby places.
- List the name of these components in the file.
- Prepare a report as per the following format:

Tourism Components			
S.No.	Local Tourist Transport	Accommodation or Hotels	Local Tourist Attractions
1			
2			
3			
4			

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Activity 2

Visit any tourist place close to your vicinity. Collect information keeping the 5 As in mind.

Material required

Writing material, a local tourist map, etc.

Procedure

- Choose a tourist place near your area.
- With the help of internet collect the information on 5As.
- Visit the place and observe the 5As.
- Prepare a report in the following format:

Name of the Tourist Place					
S.No.	Attraction	Accessibility	Amenities	Accommodation	Activities
1					
2					
3					
4					

Check Your Progress

A. Fill in the Blanks

1. The _____ may offer natural attractions like sunshine, scenic beauty and supporting facilities.
2. The _____ is a highly developed industry with its various branches in the areas of road, rail, air and water.
3. The _____ play a vital role in tourism as a tourist feels comfortable when the essence of culture is explained.
4. Five A's of tourism include _____, _____, _____, _____ and _____.

B. Subjective Questions

1. Explain the primary and secondary constituents of tourism.
2. 'Accommodation is an important component of tourism industry.' Justify.
3. What are the five As of the tourism industry. Illustrate with examples.



SESSION 4: RECENT TRENDS IN TOURISM ACTIVITIES AND TOURIST ATTRACTIONS OF INDIA

Leisure tourists are relaxed and seek activities which are not hurried and give them time to unwind from their everyday routine. These activities could also be a source of motivation for travel, such as amusement, entertainment and shopping at the destination.

Shopping for Souvenirs

Shopping seems to be a major engagement for tourists, with high percentage of participation. Tourists look for exciting opportunities to shop while travelling. Some destinations provide special shopping activities for tourists to shop goods or souvenirs which depict the local culture through the engagement of local product and craftsmen. According to the Federation of Indian Chambers of Commerce & Industry (FICCI), India is the fifth largest destination for shopping globally.

Each State of India offers special, unique, traditional and ethnic handicrafts to tourists. The National Capital of India, Delhi, has large shops from each State showcasing their unique statecraft items. These shops are facilitated by the State Governments and are called State Emporiums.

In other countries too, for promotion of destination shopping of local, crafts, souvenirs and other things, there are street fairs, shopping festivals and also shopping tourism. These are organised in particular seasons so that large number of tourists can schedule it as an agenda.



Fig. 1.16 Souvenirs

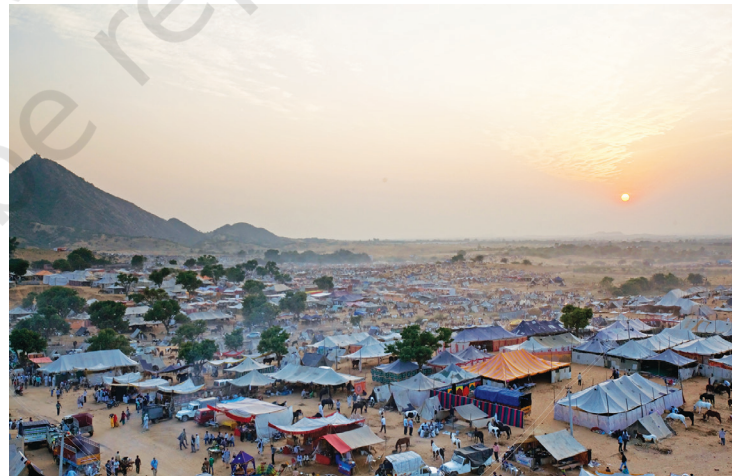


Fig. 1.17 Pushkar fair

In India too, some State Governments have started these types of shopping festivals for promoting a particular destination as a tourist attraction, such as Grand Kerala Shopping Festival started in 2007 by Tourism Department of Kerala in the month of December and Gurgaon Shopping Festival by the Tourism Department of Haryana or the Surajkund Mela, etc. These shopping festivals are one of the best mediums to promote a destination by pulling a great crowd of tourists. Some other art and craft fairs that are organised in different parts of the country are:

- Pushkar Fair in Rajasthan
- Parab in Odisha
- Dastkar Mela in Bangalore
- Shantiniketan Pous Mela in West Bengal
- West Bengal State Handicrafts Expo in West Bengal, etc.

These fairs display the products of handicrafts, decorative items, handmade home furnishings, textiles, jewellery, etc. Some other popular places of India offer special and area specific souvenirs, such as:

Art and Craft

Terracotta statuettes of West Bengal, amazing sandalwood carvings of Mysore, carved metal craft wares of Madhya Pradesh, blue glazed pottery of Jaipur

in Rajasthan and Khurja in Uttar Pradesh, Madhubani paintings of Bihar, silk paintings, marble, wood carvings, puppets of Rajasthan, bangles of Kanchipuram (Tamil Nadu) and Saharanpur in Uttar Pradesh, etc., are famous art and craft products available in India.

Some places to buy handicrafts are Dilli Haat in Delhi, Kala Madhyam in Bangalore, Anokhi in Jaipur and Taj Khazana chain of luxury lifestyle stores located at select Taj Hotels.



Fig. 1.18 Assamese handicraft, bamboo baskets

Clothes

Silk sarees of Chanderi and Maheshwari in Madhya Pradesh and Benaras in Uttar Pradesh, Pashmina shawls of Kashmir, Mekhela sador of Assam, Phulkari work garment or Bolster of Punjab, Chikan work bedsheets and table cloth of Lucknow and carpet of Bhadohi in Uttar Pradesh, embroidered and brightly coloured designs on bed sheets available in Punjab, etc., are the famous clothing and ethnic patterns in India.



Fig. 1.19 Mekhela sador, Assam

Jewellery

Precious stones, gems, sapphire, diamond, ruby jewellery, sandals from Kolhapur, tribal jewellery from Jharkhand, Kundan and Meenakari of Rajasthan, Kuki traditional beads of Assam, etc., are the most famous jewellery designs in India.



Fig. 1.20 Kuki traditional beads, Assam

Foods and Cuisines

Makke ki roti and *sarson ka saag* of Punjab, *dhokla* of Gujarat, *vada pav* of Maharashtra, *litti chokha* of Bihar, *dal-baati-churma* (a sweet dish) of Rajasthan, *doi-machh* (fish curry and rice) of Bengal, *phagshapa* (strips of dried cooked pork fat) of Sikkim, *Hyderabadi biryani* of Hyderabad, *dosa* and *idli* with *sambhar* of Tamil Nadu, etc., are some of the popular cuisines of India.



Fig. 1.21 Assamese thali

Heritage walks

These are guided trips to historical monuments or gardens where a trained tourist guide takes the visitor around and apprises them of the facts along with folklore and other incidents that took place at the site. Guided Heritage Walks are fast becoming an industry unto themselves, led by qualified heritage enthusiasts, professional tourist guides, art curators and business management post-graduates.

Heritage Walks are one of the important mandates of the Indian National Trust for Art and Cultural Heritage (INTACH). This is to make the citizens aware of the importance of their cultural and historical environment

and help them to develop a harmonious relationship with it. In pursuit of this objective, INTACH has been regularly conducting walks in various areas of Delhi since 2005.

Example of such a walk is Delhi Heritage Walks, which is one of the oldest walking groups. It is run by scholars of history, archaeology and sociology. Other examples are Pune Heritage Walks and Mumbai Heritage Walks, etc.



Fig. 1.22 Parimahāl, Srinagar, Kashmir

The Heritage walks are open to the public, and mostly take place on weekends and are conducted by experienced and knowledgeable walk-leaders. They cover many different areas, as per a monthly schedule.

Gardens and Parks

India, also, has famous lush green and manicured parks and gardens which offer the visitors with picturesque views and sometimes feature a splendid architecture.

The names and location of some famous gardens of India are as follows:

- Hanging Gardens (Mumbai)
- Brindavan Gardens (Mysore)
- Rock Garden (Chandigarh)
- Lodhi Gardens (Delhi)
- Pari Mahal (Srinagar)

Spa

The term 'Spa' is derived from the Latin phrase, *Salus per Aquam*, which means health by water. In ancient times, people used to travel to hot or cold springs in the hope of a cure for some illness, especially skin related. Even in the modern times, the therapeutic property of water is being used to treat various health disorders. The International Spa Association has defined Spa as 'the place devoted to overall well-being through a variety of professional services that rejuvenates mind, body and spirit'. Now-a-days, a number of spas and



retreat associations are actively promoting and working extensively on the further development of the wellness industry by offering specialised and eco-friendly spa, luxury spa, romantic spa, pampering spa, stress management spa, etc.

Types of Spa

- (a) **Club Spa** is a facility where the primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.
- (b) **Cruise Ship Spa**, as the name suggests, is aboard a cruise ship providing professionally administered spa services, fitness and wellness components and a variety of health cuisine choices.
- (c) **Day Spa** offers a variety of professionally administered spa services to clients on a day-use basis. Day spas offer many of the same services and procedures as cosmetic spas.
- (d) **Destination Spa** is a facility with the primary purpose of guiding individual spa-goers to develop healthy habits. The entire stay at the destination provides various services like physical activities, wellness education, special diet and special spa services.
- (e) **Medical Spa** is a facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complimentary and/or alternative therapies and treatments.
- (f) **Mineral Springs Spa** offers an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.
- (g) **Resort or a Hotel Spa** is mostly owned by and located within a resort or hotel providing

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professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

- (h) **Airport Spas** are located at an airport and specialise in short treatments aimed at the traveller, like a 15-minute chair massage and oxygen therapy. Some also offer treatments that last up to 60 minutes.
- (i) **Ayurvedic Spa** offers all treatments and products that are natural and is often used as an alternative therapy.
- (j) **Mobile Spa** is the one that provides services at home, hotels, or wherever you are. Such spas try to reach the client rather than the other way around.

Spa in India

In India, most of these spas are inspired by Ayurveda. Presently, Spa tourism is becoming the new trend in tourism industry which attracts tourists for their health benefits like de-stressing, pampering body, nurture mind, beauty, relaxation and rejuvenate the spirit. A wide variety of spas are available in the foothills of Himalayas and in the backwater of Kerala.

Amusement Parks

A Theme Park or an Amusement Park is a place with a variety of entertainments at one place, within a demarcated area. These are mostly in the form of rides, such as roller coasters, water rides and other theme based attractions such as educational, cultural, or scientific. They usually contain a selection of different types of rides, along with shops, restaurants and other entertainment outlets. Theme parks can also be enjoyed by adults, teenagers and children.

Some of the famous amusement and theme parks in the world are Walt Disney World, Disneyland, Disney California Adventure, Busch Gardens, and Universal Islands of Adventure, etc.



Art Galleries and Art Museums

The international community of museums which was adopted in the 22nd general assembly defined museum as ‘a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.’ As such, a museum is a non-profit institution which could be either private or public. In the United Kingdom, many public museums may also be termed as Galleries. Museums and galleries are different terms, but sometimes used alternatively.

Art gallery is a building or space for the exhibition of art, usually visual art. Paintings are the most commonly displayed art objects; however, sculptures, decorative arts, furniture, textiles, costumes, drawings, pastels, water colours, collages, prints, artist’s books, photographs, and installation art are also regularly shown at art galleries and museums.

The primary difference is that an art museum displays art with the purpose of viewing it only while an art gallery displays art with the purpose of selling it.

National Art Gallery of Modern Art and Lalit Kala Academy in New Delhi, Kalakriti Art Gallery in Hyderabad, etc., are a few examples of art Galleries in India.

The art gallery is in the business to promote artists and sell their artworks. The gallery staff also spends considerable time with potential clients in educating them about works of different artists associated with them.



Fig. 1.23 National Gallery of Modern Art, New Delhi, India

Castle and Forts

Castle is defined as a fortified structure, which was built in the medieval times by the rulers. It is a fortified place having thick walls, battlements, towers and a ditch around the periphery. The term 'castle' is derived from the Latin word *castellum*; a fortress, and *castrum*; a large building or a set of buildings fortified against attack with thick walls, battlements, towers and in many cases a moat (ditch). It is usually a private residence used by nobility.



Fig. 1.24 Kashmir fort



Fig. 1.25 Cruise

A fort is very similar to a castle, but forts are exclusively used for military purposes. For example, Amer fort, Jaisalmer fort, Junagarh fort and Chittorgarh fort in Rajasthan, Golconda fort in Andhra Pradesh, Gwalior Fort in Madhya Pradesh, etc., are some famous and most visited forts in India. In India, from seventeenth to nineteenth century, when the British government was taking account of such structures, they used the word forts, making the usage of this term common in India.

Casinos

A casino is a facility which houses and accommodates various types of gambling activities. The industry that deals in casinos is called the gaming industry. Casinos are most commonly built near or combined with hotels, restaurants, retail

shopping, cruise ships or other tourist attractions.

Now-a-days, in many countries, casinos attract a large number of tourists or travellers from all over the world, in fact, there are special towns and cities dedicated to casinos and are called the casino destination. The global casino and gaming industry and culture is



currently booming and offers many such locations to choose from.

Some popular casino destinations are Las Vegas in the USA, Macau, Atlantic City, USA, Klerksdorp, South Africa, Singapore, etc. Casinos in India are legal and allowed only in three states, namely Goa, Daman and Sikkim. In Goa, there are a few land based and floating casinos on the river Mandovi. Thus, we have now understood the importance of casinos and tourism together.

Cultural Tourist Attractions and Resources

The needs of tourists relate to comfort and pleasure in travel. Apart from travel, they explore stay and food arrangements and enjoy visiting places of interests and attractions which give them pleasure as well as add to their pre-existing knowledge. Tourist Attractions range from beaches to mountains, flora and fauna, places representing history and culture, entertainment, etc.

Historical Monuments

A monument is a construction, structure, or building like a fort, castle, palace, temple, tomb, bridge and such which was built a very long time ago and is regarded as an important part of a country's history. Ancient Monument means any structure, erection or monument, or any tumulus or place of interment, or any cave, rock-sculpture, inscription or monolith which is of historical, archaeological or artistic interest and which has been in existence for not less than 100 years and includes:

1. remains of an ancient monument,
2. site of an ancient monument,
3. such portion of land adjoining the site of an ancient monument as may be required for fencing or covering in or otherwise preserving such a monument, and
4. the means of access to, and convenient inspection of the ancient monument.

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Monuments in India

Monuments in India include temples, mosques, tombs, churches, cemeteries, forts, palaces, rock-cut caves and secular architectures as well as ancient or heritage sites which represents the remains of ancient habitation. India is known for its diversity, where people of various religions, such as Hinduism, Islam, Christianity, Jainism, Sikhism and Buddhism, reside in harmony.

Temples

India is home to many temples, which attract pilgrims from across the world. This is especially true during any religious festival when the entire destination is flocked with tourists. The local people need to be hospitable to the tourists and make their stay memorable. Some of the Indian temples are famous for their architecture, of which some are also included in the UNESCO World heritage sites. Some of the famous temples in India are Badrinath Temple, Gopeshwar Mahadev Temple, The Konark Sun Temple (Puri, Orissa), Brihadeeswara Temple (Thanjavur), Somnath Temple, Kedarnath Temple, and Ramanathaswamy (Rameshwaram) Temple.

Mosques and Tombs

India is home to some of the finest tombs, mosques and *dargahs*. From the northern states to the southern parts of the country, there are several mosques which are unique and serve as attraction spots for visit by the

tourists. Jama Masjid in Delhi, Ajmer Sharif Dargah in Rajasthan, Sheikh Salim Chishti Dargah (Fatehpur Sikri), Char Minar (Hyderabad), Haji Ali (Mumbai), Taj Ul Masjid (Bhopal), etc., are some of the best places to visit in India. The tomb was mainly built on the graves (*kabra*) of Muslim kings that is, Humayun's Tomb (Delhi), Shershah Suri's Tomb in Sasaram town of Bihar, etc. One of the largest mosques in India,



Fig. 1.26 Dargah of Sufi Saint Moinuddin Chishti, Ajmer, India



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the Jama Masjid in Delhi was built by Shah Jahan from 1650 to 1656. Ajmer Sharif Dargah is the shrine grave of Sufi saint Moinuddin Chisti in Ajmer, Rajasthan, it was completed in 1236. Char Minar (Hyderabad) was built in the year 1591 to mark the eradication of cholera as per the Archaeological Survey of India.

Gurudwaras

These are the Sikh religious-shrines. Today, Sikhism is the fourth largest religion in India with 1.9 per cent of the country's total population following it. The name of some Gurudwaras which are most visited by the tourists are—Gurudwara Hari Mandir Sahib (Punjab), Takht Sri Damdama Sahib (Punjab), Takht Sri Patna Sahib (Bihar), Gurudwara Bangla Sahib (New Delhi), Takht Sachkhand Shri Hazur Abchalnagar Sahib Gurudwara (Maharashtra), Gurudwara Sri Hemkunt Sahib (Uttarakhand), etc. Gurudwara Hari Mandir Sahib (Punjab) is the most significant Sikh temple started in 1581 and completed by placing the *Adi Granth* (Holy Scripture) in 1604. Takht Sri Patna Sahib (Bihar) was built by Maharaja Ranjit Singh to honour the birthplace of Guru Gobind Singh in the 18th century. Gurudwara Bangla Sahib (New Delhi) is associated with the eighth Sikh guru, Guru Har Krishan.



Fig. 1.27 Gurudwara Bangla Sahib, New Delhi, India

Heritage Sites

Heritage can be best explained as our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage sites are irreplaceable sources of life and inspiration.

As per the Oxford Dictionary, a World Heritage site is, 'A natural or man-made site, area, or structure recognised as being of outstanding international importance and therefore as deserving special protection. Sites are nominated to and designated by the World Heritage Convention (an organisation of UNESCO)'.

UNESCO lists the heritage properties under three categories— (a) Cultural sites, (b) Natural sites and (c) Mixed sites.

As per the World Heritage Convention, UNESCO (2020), there are 38 World Heritage Properties in India out of which 30 are Cultural Properties and seven are Natural Properties and one is Mixed Property.

The World Heritage Sites of India are:

(a) Cultural Sites

S. No.	World Heritage Sites	Period it was made	Year in which it was recognised By UNESCO
1.	Agra Fort, Agra	16th century	1983
2.	Ajanta Caves, Maharashtra	2nd century	1983
3.	Ellora Caves, Maharashtra	600 to 1000 AD	1983
4.	Taj Mahal, Agra	17th century	1983
5.	Group of Monuments at Mahabalipuram, Tamil Nadu	7th to 8th century	1984
6.	Konark Sun Temple, Puri, Orissa	13th century	1984
7.	Churches and Convents of Goa, Velha, Goa	16th to 18th century	1986
8.	Fatehpur Sikri, Uttar Pradesh	16th century	1986
9.	Group of Monuments at Hampi, Bellary, Karnataka	14th to 16th century	1986
10.	Khajuraho Group of Monuments, Chhatarpur, Madhya Pradesh	950–1050 AD	1986
11.	Elephanta Caves, Mumbai, Maharashtra	5th to 8th century	1987
12.	Great Living Chola Temples, Tamil Nadu	11th to 12th century	1987
13.	Group of Monuments at Pattadakal, Karnataka	450 AD	2015
14.	Buddhist Monuments at Sanchi, Raisen Madhya Pradesh	2nd and 1st century BC to the 12th century AD	1989
15.	Humayun's Tomb, Delhi	1572	1993
16.	Qutub Minar and its Monuments, Delhi	Late 12th century	1993
17.	Mountain Railways of India	19th to early 20th century	1999, 2005, 2008
18.	Champaner-Pavagadh Archaeological Park, Panchmahal, Gujarat	Prehistoric and 8th to 14th centuries	2004



19.	Mahabodhi Temple Complex at Bodh Gaya	3rd century BC, 5th and 6th century AD and 19th century	2002
20.	Rock Shelters of Bhimbetka, Raisen, MP	30,000 years ago	2003
21.	Chhatrapati Shivaji Terminus (formerly Victoria Terminus), Mumbai, Maharashtra	1887–1888	2004
22.	Red Fort Complex, Delhi	16th century	1983
23.	The Jantar Mantar, Jaipur, Rajasthan	1727 and 1734	2010
24.	Hill Forts of Rajasthan	7th and 16th century	2013
25.	Rani-ki-Vav (The Queen's Stepwell), Patan, Gujarat	11th century	2014
26.	The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (<i>Complexe du Capitole</i> built in Chandigarh)	20th century	2016
27.	Archaeological Site of Nalanda Mahavihara (Nalanda University) at Nalanda, Bihar	5th and 12th century	2016
28.	Historic City of Ahmedabad, Gujarat	15th century	2017
29.	Victorian Gothic and Art Deco Ensembles of Mumbai	19th and 20th century	2018
30.	Jaipur City, Rajasthan	1727	2019

(b) Natural Sites

S.No.	World Heritage Sites	Year in which it was recognised by UNESCO
1.	Kaziranga National Park	1985
2.	Manas Wildlife Sanctuary	1985
3.	Keoladeo National Park	1985
4.	Sundarbans National Park	1987
5.	Nanda Devi and Valley of Flowers	1988
6.	Western Ghats	2012
7.	Great Himalayan National Park	2014

(c) Mixed Sites

S.No.	World Heritage Sites	Year in which it was recognised by UNESCO
1.	Khangchendzonga National Park	2016

Museums

Museums are the best way to learn about the history, culture, and society of the land. According to the International Council of Museums (ICOM), a Museum

is 'a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment'.

India's rich culture and heritage in the past and present has resulted in the construction of many museums and art galleries in India which have preserved our ancient legacy. Visiting

these can give tourists a fair idea of these places, one can also know about the lifestyles, traditions, customs, dresses and other facts about ancient India.

There are many national and regional museums in our country. Some of the most popular national and state museums are:

- National Museum, Delhi
- Indian Museum, Kolkata
- Salar-Jung Museum, Hyderabad
- The Prince of Wales Museum, Mumbai
- Government Museum, Chennai
- National Rail Museum, Delhi
- National Handicrafts Museum, Delhi
- Calico Museum of Textiles, Ahmedabad
- Shankar's International Dolls Museum, Delhi
- Victoria Memorial, Kolkata
- Napier Museum, Kerala



Fig. 1.28 Indian Museum, Kolkata, India



Indian Music and Dance

The art of Indian dance and music dates back to ancient times. They are very closely linked to Indian cultural heritage.

These art forms were confined to the courts of the royals and wealthy along with performances at the temples. Both classical dance and music were learnt by extensive training under the guidance of a teacher. In the 1900s there was a change. Dance and music became a part of films, television, and radios. As a result, the common people also had a chance to enjoy and learn about the classical dance and music. This resulted in the evolution of popular styles of dance and music from the widespread knowledge of classical dances and music.

Indian Music

Classical music in India exists mainly in two traditional styles—Hindustani Music and Karnatak (Carnatic) Music.

1. Hindustani Music

The music form of northern India which developed in the 1200's after the Muslim rule started to settle in India. Then it started to get influenced by the Persian and Arabic music. Along with the vocals, great emphasis is also given on the musical instruments. In Hindustani music, most prominent string instruments are sarangi, tamboura, wind instrument is shehnai and other musical instruments include drums, tabla, etc.

2. Karnatak (Carnatic)

This form of music is associated with the southern part of India. It dates back to the vedic times. Vocal music is the main characteristic of this type of music. This form of music further developed in the fourteenth to twentieth century.

In Karnatak music, violin (string instrument), mridangam (percussion instrument) and tambura (string instrument) are used.

Indian Dances

The fifth veda which was written between 2nd Century BC to 2nd Century AD, is regarded as the source of Indian

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dance forms. The unique quality of Indian dances is the use of the entire body to express the emotions. There are many different forms ranging from the ones performed for religious ceremonies to those performed in festivals.

The dances can be divided into two groups:

1. Classical dances

There are eight classical dances which are recognised by the Sangeet Natak Akademi and the Ministry of Culture, which are Bharatanatyam (Tamil Nadu), Kathak (Uttar Pradesh), Kathakali (Kerala), Kuchipudi (Andhra Pradesh), Odissi (Odisha), Sattriya (Assam), Manipuri (Manipur) and Mohiniyattam (Kerala).

2. Folk and tribal dances

These are performed on happy occasions where there is a big gathering like the change of the season, harvest cutting, marriages, or festivals. Some dances are performed in groups where both men and women dance together whereas some are done separately. Some popular folk dances are Bihu (Assam), Lavani (Maharashtra), Garba (Gujarat), etc.



Fig. 1.29 Folk dance, Assam, India

Similarly, tribal dances and music are unique to each tribal community. Performed either for the gods during their religious offerings or during a social gathering where the entire tribal community gets together. Santhali (Jharkhand), Chang Lo (Nagaland), Dumhal (Jammu and Kashmir) are some examples of tribal dances.

Indian Fair and Festivals

The fairs and festivals in India play a vital role in the development of tourism as the cultural events attract a large number of audience and tourists. These fairs and festivals have their own charm to attract tourists and thus made their position in world tourism calendar. As they occur at a specific time of the year, the tourist can easily plan their trip well in advance.



The fairs and festivals in India can be divided into the following categories.

1. Religious fairs and festivals

Religious and regional diversity allow Indians to celebrate different festivals like Dussehra, Diwali, Eid, Christmas, etc.

2. Secular or Social festivals

From Indian point of view, we can keep Independence Day, Republic Day, Book fair, etc., in this category.

3. Promotional festivals

Few festivals have been designed keeping in view the interest of attracting tourists like mango festivals, desert festivals, kite festivals, etc.

4. Cultural festivals

Besides the above three categories of fairs and festivals, there are few more festivals in India which can be defined as cultural festivals. For example, Konark Dance Festival, Mahabalipuram Dance Festival, Tansen Festival of Gwalior, Khajuraho Dance festival, Goa Carnival, Taj Mahotsava at Agra, Lucknow Mahostava, etc. Kumbha Mela is a large fair organised alternatively at Allahabad, Nasik, Haridwar and Ujjain in between the time period of four years.

Department of Tourism, Government of India and ITDC are working together to promote these festivals all over the world and nowadays we can see participation of foreign tourists in these festivals are increasing. Tourism in India has a very close relation with the festivals.

Wildlife Attractions

India is a country which is blessed with abundance of nature with all its beautiful creations and for this reason it is a popular destination for tourists from all over the world. This country offers a vast diversity of languages, religions, ethnicities, cultures and nature.

India is rich in wildlife. There are about 500 species of mammals, and 2000 species of birds in the country.



Fig. 1.30 Republic Day, India

With more than 30,000 different species of insects, a great variety of fishes and reptiles are also found in India. The mammals include Tigers, Lions, Deer, Elephant, *Gaur* or Indian Bison, Indian buffalo, *Nilgai*, *Chausingha* or four horned antelope (unique in India), *Chor-khur* or Indian wild Ass (restricted to the Rann of Kachchh, Gujarat) and great One-horned Rhinoceros. There are also several species of deer, viz., the rare Kashmir Stag, Swamp Deer, Spotted Deer, Musk Deer, *Thaminor* Brow-antlered Deer (found in Manipur) and Mouse Deer. The Indian Lion is remarkable being the only lion to be found in the world outside Africa. Lions are found in the rocky hills and Gir forests of Gujarat. Tigers are found in the Sundarbans and the Brahmaputra Valley.

India's national parks and wildlife sanctuaries (including bird sanctuaries) from Ladakh in Himalayas to Southern tip of Tamil Nadu are outstanding and the country continues to charm the tourists with its rich bio-diversity and heritage inherited.

The famous 'Project Tiger' scheme is financed by the Government of India to safeguard the tiger in its habitat. Indian fauna also include the Wild Ass of Rajasthan, Nilgiri Langur, Lion-tailed Macaque, Nilgiri Mongoose and Malabar Civet of southern hill and the Spotted Deer. Cheetahs are found in the Deccan Plateau.



Fig. 1.31 Desert National Park, Jaisalmer, India

National Parks and Wildlife Sanctuaries

The Wildlife Reserve in India may be broadly classified in two types— National Parks and Wildlife Sanctuaries.

National Parks protect the entire ecosystem and Wildlife sanctuaries have the special purpose of preserving animals and birds. A special category of wildlife sanctuaries in India is the wildlife reserve for protecting a particular animal or bird, like the Project Tiger which was started in 1973.



At present, India has about 120 national parks, including marine parks and about 513 wildlife sanctuaries, more than 200 zoos, 42 tiger reserves, and 18 biosphere reserves. The largest areas reserved for sanctuaries are in Madhya Pradesh, Andhra Pradesh, Gujarat and Karnataka. But the proportion of sanctuary area to forest area is highest in Gujarat.

National Park

It is a relatively large area of one or more ecosystems that have not been materially altered by human exploitation. In a national park, habitats for special scientific education and recreation are preserved. Its boundaries are fixed by legislation.

A national park is an area which is strictly reserved for the betterment of wildlife and biodiversity, and where activities like developmental, forestry, poaching, hunting and grazing on cultivation are not permitted.

Wildlife Sanctuaries

Indian wildlife sanctuaries attract a large number of tourists, from across the world, due to its uniqueness and rich bio-diversity. A wildlife sanctuary is similar to a national park but is dedicated to protect wildlife and conserve species.

Some of the names of National Parks are Mahatma Gandhi Marine National Park (Wandoor) and Middle Button Island National Park in Andaman and Nicobar Islands, Kaziranga National Park and Manas National Park in Assam.

Biosphere Reserves

Biosphere reserves consist of terrestrial and coastal ecosystems trying to promote solutions for the conservation of biodiversity by means of sustainable use. Biosphere reserves are used for testing out a model of integrated management of land, water and biodiversity. The origin of Biosphere Reserves goes back to the "Biosphere Conference" organized by UNESCO in 1968. Each biosphere has 3 functions namely a conservation function, development function, and logistic function.

Biosphere reserves are organised into three interrelated zones or areas, namely:

- The core zone
- The buffer zone
- The transition area

The core zone requires legal permission to enter the area and permission is provided only on special consideration such as research. The buffer zone includes the indigenous settlements and their habitat. The transition zone is open for public commute, usually where the tourist activities take place. The biosphere reserve concept can be used as a framework to guide and reinforce projects to enhance people's livelihoods and ensure environmental sustainability. Some Biosphere reserves of India are Nilgiri, Nanda Devi, Great Nicobar, Gulf Nicobar and Pachmari.

Hill Stations in India

India often boasts of a landscape at the foothill of the Himalayas and its snug and picturesque hill stations. These are a great tourist destination for nature lovers.



Fig. 1.32 Sikkim, Gangtok, India

The misty, mystical and serene hill stations in India are a perfect holiday option and are found in most parts of the country. Most of the hill stations or resorts of India are situated at heights ranging from 600 m above the sea level to 3500 m above the sea level. These hill stations are popular with both Indian and foreign tourists and offer a relaxing and wholesome break from the heat and dust of the cities.

To make these hill stations a luxury trip for tourists, there are various hotels and resorts to cater to lodging requirements.

Indian Hill Resorts offers world-class accommodation facilities to the travellers at reasonable rates and invite them to enjoy a relaxing holiday at the hill stations of



India. These hill stations act as travel guides to the world of peace and serenity.

Most of the hill stations in India were developed by the British, to get respite from the oppressive summer heat of tropical climate.

Some of the popular hill stations in India are Gangtok (Sikkim), Darjeeling (West Bengal), Dharamshala and Kasauli (Himachal Pradesh), Dehradun and Auli (Uttarakhand), Kashmir, Khandala and Mahabaleshwar (Maharashtra).

NOTES

Practical Exercises

Activity 1

Visit any museum close to your vicinity, and evaluate the tourism activities offered by the place.

Material required

Writing material, local tourist map and a computer with internet.

Procedure

- Pick a museum around your area.
- With the help of internet, collect information about the museum.
- Visit the museum and observe the various tourism activities offered by the museum.
- Prepare a report as per the given format:

Tourism Activities of the Museum

S.No.	Name of the activity	Short Explanation of the activity	Benefit of the activity	Suggestions for improvement
1				
2				
3				
4				

Activity 2

On a physical map of India, identify and mark the following:

1. Two states where craft fair is organised
2. Two famous gardens
3. Three Cultural World Heritage sites
4. Two Natural World Heritage Sites
5. Two National Museums

NOTES

Check Your Progress

A. Multiple Choice Questions

- _____ is one of the secondary constituents of tourism.
(a) Accommodation
(b) Accessibility
(c) Shops and entertainment
(d) Amenities
- Casino is illegal in _____.
(a) Goa
(b) Daman
(c) Maharashtra
(d) Sikkim
- Infrastructure facilities at the destination come under the _____ component of tourism.
(a) Accommodation
(b) Attraction
(c) Accessibility
(d) Amenities
- Activities at Essel World can be categorised as _____ in nature.
(a) leisure
(b) amusement
(c) relaxing
(d) retiring

B. Subjective Questions

- Write short notes on:
(a) Heritage walks
(b) Spa tourism
(c) Casino attractions in tourism
- Write about any one museum or art gallery in India of your choice.
- Define wildlife tourism. Explain its importance with reference to any one national park in India.
- What are the various biosphere reserves in India?
- Write about the Indian souvenirs that attract tourists.

